Mr. B. Tesler.

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FROM R.T. Edwards

Please refer to rte:jb

TO MEMBERS OF THE PROGRAMME POLICY COMMITTEE
C.C. Mr. Lloyd Shirley

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RESEARCH ON CALLAN

Attached is a report showing the findings of a survey carried out by the Gallup Pole on CALLAN. Some 1,352 ITV adults were interviewed on a national basis and the results were analysed by ITV Area, by the sex, age, and households with or without children. A commentary on the main findings of the report is below:

NUMBER OF TIMES SEEN:

Two-thirds of those questioned claim never to have seen an episode of CALLAN. The programme has achieved higher coverage among adults under 45 years than over 45 years. Of the three major areas, London had the lowest coverage although the programme obtained a higher loyalty than in The Midlands or The North.

REASONS FOR NOT WATCHING:

Of those who were available to view, i.e. at home, the most common reason for not watching was "not my type of programme". This reason was given more by women than by men. It is interesting to note that nobody who was questioned in London gave "don't like Spy Stories" as a reason. Only a very small percentage claimed to prefer the BBC programming which was mainly repeats of TILL DEATH US DO PART. However the difference in rating levels is quite marked; perhaps this is due to the image of that programme.

CHARACTERS:

Callan is considered to be a likeable character, human, competent and with a sense of humour. He seems equally acceptable to men and women. It is interesting to note that those who have seen only one or two episodes of the programme are not sure of Callan's character, but as viewers become more familiar with him, his image is developed and is found to be favourable.

Meres is seen to be the villain of the piece. He has little to commend him and he is seen to be bad, cruel, a natural killer with no sense of humour. In fact, he was generally disliked and appears to be everything that Callan is not. Unlike Callan, Meres's character seems to have been defined by viewers on first acquaintance and his further appearances do nothing to alter this original opinion of him.

Lonely is seen as an important character. He is thought to be likeable and amusing, although the women questioned were not quite so sure what to make of him. He is more popular with regular viewers.

COMPARISON WITH OTHER SPY STORIES:

This programme is seen as a man's programme, more gripping, exciting and violent than most Spy Stories. Also it is thought to be better acted and more true to life. In terms of pace it is thought to be on a par with other Spy Stories and it is also considered less humourous.